

Zoom Only

BOARD MEMBERS PRESENT:

VIA ZOOM: BECKY MILLER, CAROL ANN SCHAEFFER, RALPH CORBETT, JOELLYN CLARK, REBECCA ENGUM, CHANDRA MOOMEY, JESSE ANDERSON, SCOTT ARENSMYER, SAMANTHA FRENCH, KATIE MISSIK, CHERI HIRST, JUDY TEMPEL, ELIZABETH MOORE, CARLY WHEATLEY

BOARD MEMBERS ABSENT: GEORGE HORSE CAPTURE, JR. NATALIE FLORES , CASSIE COBURN, MISHELLE FISHER, CONNIE JENKINS

OTHERS PRESENT: JAMES COOLER, STEFANIE BROWN, LINDA BROWN, KATTIE MEYER, DAX SCHIEFFER

B Miller – Call meeting to order. Start time: 10: 00 AM.

Introductions

ACTION ITEMS:

- **Consent Agenda**
 - **Approve 11.09.23 Minutes**
 - **Approve November 2023 Financials**
 - **Approve December 2023 Financials**
 - **E Moore** - Motions
 - **J Temple** – Seconds
 - **E Moore** – Motions Again after discussion on financials.
 - **J Temple** – Seconds again
 - **Motion Approved**

- **Approval of Voices of Tourism Sponsorship Proposal for \$2500.00**
 - **Dax Schieffer** – presents the mission and purpose of Voices of Tourism
 - **R Engum** – Asks about opportunities to promote tourism industry as we move forward
 - **D Schieffer** – Need to focus on sharing positive opportunities to utilize and tell the story of tourism in CMT in order to preserve our funding opportunities.
 - **B Miller** – Asks how is the best way to share the story of tourism in MT and CMT
 - **D Schieffer** – Work through TAC to share our CMT success stories. Also reach out to our policy makers in our communities and counties.
 - **J Cooler** – Asks about grant programs coming out of SB 540
 - **D Schieffer** – Working to get 7 elements into the new SB 540 bill language.
 - **B Miller** – Asks how communities apply.
 - **D Schieffer** – Still have more ARMS to go through before those specifics can be answered.
 - **R Engum** – Mentions that Voices of Tourism is a great support for CMT Tourism.
 - **C Moomey** - Motions
 - **C Wheatley** - Seconds
 - **Motion Approved**

- **Approval of CMT By-law Revisions**
 - **J Anderson** – Asks what Organization Governance committee’s purpose is.
 - **C Moomey** – Asks about other committees.
 - **C Moomey** – Motions to Table until February 2024.
 - **J Anderson** - Seconds

- Motion Approved

REPORTS:

- **GREAT FALLS CVB:**

- **R Engum** – Finishing up Great Falls strategic planning report on January 19th. Honing in on what strategies make the best sense for GFs. Finished the year with just under 3,000 visitors to the GFs visitor center. Heading to the American Bus Association to see if it would be of a benefit for tourism in Great Falls. Also working to bring in more airline service for Great Falls. Great Falls is working to hire a new director for the Great Falls Chamber of Commerce.

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- **EXECUTIVE DIRECTOR'S REPORT:**

- **J Cooler** - Presents November 2023 Report.

CMT STRATEGIC PLANNING DISCUSSION:

- *Discussion on committee's to be formed and what their purpose is. Once we can define these committees, a signup sheet can be sent out for those who would like to participate on each committee.*
- *R Engum – Dig into each one a bit more specifically. What are they being asked to do?*
- *B Miller – Draft an outline on how it would pertain to CMT specifically.*
- *R Engum – Bullet Points on what each committee should be focused on. Make into one document for all committees includes.*

a) What is the focus and purpose of our Organizational Governance Committee?

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b) What is the focus and purpose of our Destination Development Committee?

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c) What is the focus and purpose of our Destination Management Committee?

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d) What is the focus and purpose of our Destination Stewardship Committee?

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- **Public Comment**

- J Tempel updates.
- E Moore updates on L&Clark Free Admission
- E Moore – CM Russell Museum has free dates coming up as well.
- J Cooler – MT Winter Fair coming up
- J Anderson – Asks how re-branding is going.
- K Meyer – Going well. Working towards next meeting.

- **Meeting Adjourned** – Meeting Adjourned at 11:28 PM.

Respectfully,

James Cooler

